

DNR Use Only			
File Date	FIN Number	FID Number	WPDES Permit Number

Notice: This form is authorized by s. 283.37, Wis. Stats. Submittal of a completed form to the Department is mandatory for any owner or operator of a storm water discharge who must apply for a permit in accordance with 40 CFR Part 122 or Chapter 283, Wis. Stats. Failure to submit a completed form to the Department on time may result in forfeitures of up to \$10,000 per day, pursuant to s. 283.91, Wis. Stats. Personally identifiable information on this form may be used for other water quality program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

PLEASE READ THE INSTRUCTIONS PRIOR TO FILLING OUT THIS FORM.

Section I: Owner/Operator Contact Information

Name of Person or Organization

Mailing Address

City	State/Province	Postal Code	Country	Telephone (include area code)
Fax (include area code)		E-mail address or Website (if applicable)		

Parent Company Name (if applicable)

Parent Company Mailing Address

City	State/Province	Postal Code	Country	Telephone (include area code)
Fax (include area code)		E-mail address or Website (if applicable)		

Local Contact Person (if different from owner above) Title

Mailing Address (if applicable)

City	State WI	ZIP Code	Telephone (include area code)
Fax (include area code)		E-mail address or Website (if applicable)	

Section II: Facility/Site Information

Facility/Site Name (Appears on Permit Authorization)	County	
Location Address/Description	Municipality Name	<input type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Township

Section III: Geolocational Information (see appendix)

Preferred Method

	Degrees	Minutes	Seconds	Method of Determining
Longitude				<input type="checkbox"/> GPS
Latitude				<input type="checkbox"/> WebView
				<input type="checkbox"/> Other (specify):

Alternative Method – PLSS

Township	Range	Direction	Section	Quarter	Quarter-Quarter	If this site is not wholly contained on the quarter-quarter section, more description:
N		<input type="checkbox"/> E		<input type="checkbox"/> NW	<input type="checkbox"/> NE	
		<input type="checkbox"/> W		<input type="checkbox"/> SW	<input type="checkbox"/> SE	

Notice of Intent - Industrial Storm Water Discharge General Permit

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Section IV: Operations Information

Is this a new or existing facility? ☐ New ☐ Existing

Number of Employees

Development of a Storm Water Pollution Prevention Plan (SWPPP) and submittal to the Department of a SWPPP Summary is required prior to initiating industrial operations.

Yes No

☐ ☐ Has the SWPPP been developed?

☐ ☐ Has the SWPPP Summary been submitted to the Department?

If no, enter the date that the SWPPP Summary will be submitted to the Department.

Standard Industrial Classification (SIC) Code (4 digits) or North American Industry Classification System (NAICS) (6 digits):

Primary:

Secondary:

Other:

Other:

Yes No

☐ ☐ For Transportation Facilities: Does your facility have vehicle maintenance shops, equipment cleaning operations, including vehicle washing, or airport de-icing operations? (Vehicle maintenance includes rehabilitation, mechanical repairs, painting, fueling, lubrication.)

If yes, describe the activities that are conducted outdoors:

Section V: Description of Industrial Activity and Land Use

Provide a brief description of the industrial activity and land use at this site.

Section VI: Storm Water Discharge Information

Yes No

☐ ☐ 1. Has storm water runoff from this facility been analyzed for the presence of any pollutants? If yes, attach copies of any collected data.

☐ ☐ 2. Are you aware of any impacts on receiving waters from storm water discharges from this facility?

☐ ☐ 3. Have any leaks, spills or similar instances of storm water contamination occurred at this facility within the last 3 years?

If yes:

☐ ☐ 3a. Did the spill occur in an earthen area?

☐ ☐ 3b. Did the spill occur on a paved surface?

☐ ☐ 3c. If yes, was action taken to clean up the spill?

☐ ☐ 4. Are there any material handling equipment or activities, raw materials, intermediate products, final products, waste materials, by products, or industrial machinery located in areas exposed to rainfall, storm water, or snow melt water?

If yes, list the material and/or operations that are exposed:

NOTE: If you responded "No" to this question, this facility may be eligible for certification as having a condition of NO EXPOSURE. See Instructions.

Section VII: Discharges to Storm Sewer System Other Than Storm Water

Yes No

☐ ☐ 1. Are there any discharges other than storm water included in the storm water outfall, e.g., wash water, non-contact cooling water?

☐ ☐ 2. Does this facility have coverage under a WPDES permit for non-storm discharges?

3. If yes, describe the other discharges:

Type of Discharge	Permit for the discharge?		Permit Number (if applicable)	Facility ID Number (if known) (FIN or 9 digit FID)
	Yes	No		
	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>		

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Section VIII: Certification & Permission

A signature is required for a valid Notice of Intent. Failure to sign this form will result in its return, and will delay the project. State Statutes provide for severe penalties for submitting false information on this Notice of Intent form. State regulations require this form to be signed as follows:

1. for a corporation, by a principal executive officer of at least the level of Vice President, or a duly authorized representative having overall responsibility for the operation covered by this permit;
2. for a unit of government, a principal executive officer, a ranking elected official, or other duly authorized representative;
3. for a partnership, by a general partner; by a general partner; for a sole proprietorship, by the proprietor;
4. for a limited liability company, by a member or manager.

Permission: I hereby give the Department permission to enter and inspect the site at reasonable times, to evaluate this notice and application, and to monitor compliance with any resulting coverage and permit.

Certification: I hereby certify that I am responsible for the property which is the subject of this Notice of Intent. I certify that the information contained in this form, schedules and attachments is true and accurate. I understand that failure to comply with any or all of the provisions of the permit renders may result in a fine and/or imprisonment or forfeiture under the provisions of chapter 283, Wis. Stats.

Signature

Date Signed

Typed/Print Name

Title

Instructions

Type or clearly print your answers to all questions. Answer all questions. Incomplete NOI forms will be returned for completion.

Proposed Industrial Facilities: You must submit a completed form to the Department at least 14 working days prior to initiating land disturbing construction activities at the site if it will undergo one or more acres of land disturbing construction activities as part of its construction.

Other Industrial Facilities: For all other facilities, you must submit a completed form at least 14 working days prior to initiating industrial operations.

Section I: Contact Information

Provide the legal name and contact information of the person, firm, public organization, or any other entity that owns the industrial facility described in Section II. If there is a parent company, provide the information.

The local contact person should be the person completely familiar with the facility and charged with compliance and oversight of the permit conditions. Provide the contact information for this local person. If the mailing address for the contact person is the same as the Owner/Operator mailing address, enter "Same."

Section II: Facility/Site Information

Provide the Facility/Site name as it should appear on the permit. Provide the local address of the facility.

Section III: Geolocational Information

Provide the physical location of the facility. You can provide either latitude/longitude coordinates or the quarter-quarter section. You do not have to provide both.

Preferably, enter the longitude and latitude of the approximate center of the facility. Indicate if the coordinates were obtained by using a Global Positioning System (GPS), DNR's WebView or some other method.

Alternatively, provide the quarter/quarter, quarter, section, township and range (to the nearest quarter section) of the site. If the site is on more than one quarter, enter the quarter that best describes the location of the site. Use additional space if needed to describe the site location.

See "Appendix - Access to Mapping Information" at the end of these instructions for more information about identifying the physical site location.

Section IV: Operations Information

Answer the questions as presented. A Storm Water Pollution Prevention Plan (SWPPP) is a requirement of the general permit and must be developed and the SWPPP Summary submitted at least 14 working days prior to initiating one or more acres of land disturbing construction activity for construction of a new facility or 14 working days prior to initiating industrial operations. If the SWPPP has not been developed, when will it be developed and the SWPPP Summary (DNR Form 3400-167) submitted to the Department? (If the SWPPP Summary has been submitted, enter the date submitted.)

The Standard Industrial Classification will determine which permit tier, 1 or 2, is applicable. We will also accept the North American Industry Classification System (NAICS). For more information about the correspondence of the two systems, see

<http://www.census.gov/epcd/www/naicstab.htm>

For a summary of the requirements by type of tier, see <http://dnr.wi.gov/org/water/wm/nps/stormwater/ind.htm>.

Section V: Description of Industrial Activity and Land Use

Briefly tell us what activities are conducted at the facility.

Section VI: Storm Water Discharge Information

To help us understand about any discharges that have previously occurred at the site, answer the questions regarding storm water discharges.

NOTE: If you responded "No" to question 4, this facility may be eligible for certification as having a condition of NO EXPOSURE (apply with DNR Form 3400-188). By submitting a NO EXPOSURE CERTIFICATION form to the Department, you are certifying that your facility has no exposure of materials or operations outdoors that could contaminate storm water. Facilities that qualify for and submit a NO EXPOSURE CERTIFICATION are not required to have permit coverage and are not charged an annual permit fee. Obtain the form at: <http://dnr.wi.gov/org/water/wm/nps/stormwater/industrialforms.htm#forms> or from your regional contact.

Section VIII: Certification & Permission

State Statutes provide for severe penalties for submitting false information on this Notice of Intent form. State regulations require this form to be signed as follows:

1. For a corporation, by a responsible corporate officer including president, secretary, treasurer, vice president, manager, or a duly authorized representative having overall responsibility for the operation covered by this permit;
2. for a unit of government, by a ranking elected official or other duly authorized representative;
3. for a partnership, by a general partner; and for a sole proprietorship, by the proprietor;
4. for a limited liability company, by a manager.

After the signature, provide the name of the individual signing the NOI and date of signature.

There is no fee required at the time of submittal of the NOI. **Annual fees are billed at the end of May each year** and apply to activities for the entire year. The fees are: Tier 1 - \$260 and Tier 2 - \$130.

Mailing

Unless otherwise directed, mail the completed NOI form to the DNR office listed by county as follows:

NORTHERN REGION				
Ashland	Douglas	Langlade	Rusk	Superior Service Center
Barron	Florence	Lincoln	Sawyer	1401 Tower Ave.
Bayfield	Forest	Oneida	Taylor	Superior, WI 54880
Burnett	Iron	Polk	Vilas	715-392-7988
		Price	Washburn	
NORTHEAST REGION				
Brown	Green Lake	Marquette	Outagamie	NER Regional Headquarters
Calumet	Kewaunee	Menominee	Shawano	2984 Shawano Avenue, P. O. Box
Door	Manitowoc	Oconto	Waupaca	10448
Fond du Lac	Marinette	Oneida Reservation	Waushara	Green Bay, WI 54307-0448
			Winnebago	920-662-5100
WEST CENTRAL REGION				
Adams	Crawford	La Crosse	Portage	Wausau Service Center
Buffalo	Dunn	Marathon	St. Croix	5301 Rib Mountain Rd.
Chippewa	Eau Claire	Monroe	Trempealeau	Wausau, WI 54401
Clark	Jackson	Pepin	Vernon	715-359-4522
	Juneau	Pierce	Wood	
SOUTH CENTRAL REGION				
Columbia	Grant	Jefferson	Rock	SCR Regional Headquarters
Dane	Green	LaFayette	Sauk	3911 Fish Hatchery Rd.
Dodge	Iowa	Richland		Fitchburg, WI 53711
				608-275-3266
SOUTHEAST REGION				
Kenosha	Ozaukee	Sheboygan	Washington	SER Regional Headquarters
Milwaukee	Racine	Walworth	Waukesha	2300 N. Martin Luther King Drive
				Milwaukee, WI 53212
				414-263-8500

Do not e-mail the form.

Appendix - Access to Mapping Information

Section III: Geolocational Information tells us where the facility is located. If you have access to a GPS (Global Positioning Software) unit, find the approximate center of the facility and enter the Latitude/Longitude of that spot in the form. This is the most accurate method so it is preferred.

You can also look up geographic information on DNR's WebView. Here are instructions to help you get the basic map layers set up so you can find things (like your location in township range section, or the name of your receiving water).

1. Go to <http://maps.dnr.state.wi.us/webview/>
2. Make sure that the **Zoom In** button at the top of the map is selected (outlined in yellow).
3. Draw a small square with the mouse over the area of the state on the state map that contains the site of the facility. [You can also use the **Zoom To** button.]
4. Across the top of WebView are tabs. Click on the **Layers** tab.
5. In **Layers**, scroll down on the left to open up three folders: **Imagery & Basemaps** and **Land Description & Cadastral** and **Inland Water Resources**
6. In **Land Description & Cadastral**, click in all three boxes: PLSS Townships, Section and QQ.
In **Inland Water Resources**, click on Rivers & Streams.
In **Imagery & Basemaps**, click on Digital Air Photos (Digital Topographic Maps may also be useful, but if you want to see the aerial photo, digital topo maps need to be 'off'). This layer is useful to pinpoint the actual site location.

Note: if a box is grayed out, that means you need to **Zoom In** for a closer look. At sufficient magnification, the check box will become enabled.

7. To fine tune the area of the map, once you are in the general area you want, use the **Zoom In** button.
8. Click on the **Identify** button and then on the map location to view information about that point.

This is merely an abbreviated set of instructions for using DNR WebView. There are many more things you can learn from this mapping tool and we invite you to explore it. For additional information about the Wisconsin's water resources, see the Surface Water Data Viewer at: http://dnr.wi.gov/org/water/data_viewer.htm